

Job Description

The merged charity

Breast Cancer Care and Breast Cancer Now have united to create one charity for everyone affected by breast cancer. From April 2019, we'll be the UK's first comprehensive breast cancer charity. From research to care, our new charity will have people affected by breast cancer at its heart — providing support for today and hope for the future. United, we'll have the ability to carry out even more world-class research, provide even more life-changing support and campaign even more effectively for better services and care.

Together, we believe that, by 2050 everyone who develops breast cancer will live and receive the support they need to live well now.

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| Job title | Senior Direct Marketing Manager, Legacy, Supporter Journeys and Merchandise |
| Directorate | Fundraising |
| Team | Individual Giving |
| Job title of reporting manager | Head of Individual Giving |
| Job title(s) of direct reports | 1x Direct Marketing Officer and 1x Direct Marketing Executive |
| Document created (Month and Year) | August 2019 |

Overview of directorate

The Fundraising and Partnerships Directorate is responsible for engaging new and existing supporters and building relationships with them to enable us to provide the growing income Breast Cancer Care and Breast Cancer Now needs to deliver its vision that by 2050 everyone who develops breast cancer will live, and live well. We look to develop long term, holistic relationships with supporters, maximising all the ways they can help – giving or raising money, volunteering, campaigning or helping share awareness messages.

This is an exciting time to join the charity. We fund the brightest minds to discover how to prevent breast cancer, how to detect it earlier and how to treat it effectively at every stage. With over 55,000 women and around 350 men being diagnosed each year with breast cancer and over 11,500 women dying from the disease, we urgently need to raise more money to save lives.

The Fundraising and Partnerships Directorate will raise over £45m in 2019/2020 and the Individual Giving team will play a pivotal role in this.

Overview of department

The Individual Giving team is responsible for generating income from individuals through high-quality direct marketing activity. Individual supporters include regular givers, lottery players, cash donors, legacy pledgers and payroll givers. This team uses mass communications to engage and retain supporters. The team delivers a range of fundraising campaigns and activities, using well established fundraising techniques while also testing and developing innovative ways to solicit donations. Working closely with carefully selected agency partners, the Individual Giving team steward tens of thousands of breast cancer supporters, educating and informing about how their money is helping fund life-saving research and care services.

Job purpose

- To manage, plan, develop and implement a programme of direct marketing fundraising campaigns in order to increase unrestricted net voluntary income.
- To develop the skills and capabilities within the team to ensure that the charity has best in class fundraising staff, delivering income growth and quality supporter engagement and are thus poised to identify opportunities for growth.
- To be responsible for achieving/exceeding agreed income targets through direct marketing activity across legacy giving, merchandise and supporter journeys (direct mail, telemarketing, digital, mobile, email and any other relevant channel).

Key tasks and duties

- Management and development of the Legacy, Supporter Journey and Merchandise direct marketing team (currently two direct reports), creating objectives, learning and development plans, performance management and ensuring they remain motivated to achieve their objectives in support of the Individual Giving wider plan.
- Lead the planning, development and management of timely and cost-effective direct marketing fundraising activities for legacy giving, merchandise and supporter journeys from beginning to end to achieve year on year income targets.
- Deliver and develop our multi-channel legacy marketing and stewardship programme, including events, ensuring our supporters feel valued, informed and inspired to leave a gift in their will to the charity and our stewardship activities deepen engagement.
- To promote legacy giving across the organisation to build a legacy giving culture with all audiences and to help raise awareness of this valuable income stream. Provide ongoing support and advice on legacy messaging in other team's communications.
- To manage legacy administration for the organisation, working with Finance on accrual management and liaising with Legal and PR as appropriate, and to understand the external environmental factors that can impact on legacy income.
- To develop the charity's online shop, ensuring that it is managed effectively, regularly reviewed and performance is maximised.
- To build supporter journeys that retain our supporters, surprising and delighting them through impactful communications.

- Deliver expenditure, response and income targets in line with budget and prepare contingency plans where appropriate should performance fall below target for direct marketing activities in your area of responsibility.
- Deliver annual planning, budgeting and regular reforecasting for areas of accountability.
- In conjunction with the Head of Individual Giving make investment decision for the expenditure budget.
- Management of relationships with external and internal agencies and suppliers, ensuring that services are delivered on budget and on time (including cost negotiation).
- Management of direct marketing project management including briefing agencies, sourcing material, managing data selections, agreeing creative concepts, copy development, managing the approvals process, proofing, setting up and monitoring campaign fulfilment, reporting and managing costs.
- Be an integral part of the planning process and development and delivery of direct marketing strategy (including digital) and individual activities, including analysis and recommendations for future campaigns.
- Working with the Head of Individual Giving and Digital team to develop digital fundraising for the charity, including development of digital marketing and content plans.
- Conduct regular monitoring, analysis and evaluation of campaigns and activity, reporting to senior managers and other internal teams on outcomes and recommendations.
- Develop and maintain internal and external contacts with staff within/other departments and act as a representative at internal/external conferences, seminars and meetings.
- To keep abreast of sector and competitor activities by reading fundraising and direct marketing information, and by monitoring competitor appeals while also actively making recommendations to the Direct Marketing team on future improvements and opportunities.
- Representation of the charity with relevant outside bodies, actively networking and building relationships to increase awareness and support.
- Any other duties that are within the scope and remit of the role and as agreed with your manager.

Person Specification

Qualifications and Experience

It is **essential** for you to have the following qualifications and experience:

- Substantial experience in direct marketing and in particular legacy marketing, across a range of channels for example, direct mail, telemarketing and digital
- Experience of monitoring and setting budgets in a direct marketing context, with demonstrable delivery of successful income targets
- Experience of creating effective mass supporter journeys to improve engagement with

supporters

- Successful track record in managing a team that delivers high quality, high volume direct marketing activity
- Experience of working with, and actively managing, agencies and suppliers to support the creation and delivery of campaigns
- Proven track record of delivering and evaluating results

It is **desirable** for you to have the following qualifications and experience:

- Experience of event management (legacy awareness events)
- Experience of managing legacy administration
- Proactive working knowledge of relationship management databases
- Understanding of effective charity merchandise sales

Skills and Attributes

It is **essential** for you to have the following skills and attributes:

- Strong direct marketing skills, including digital marketing
- Line management, including staff development, coaching and performance management
- Excellent project management skills
- Take a flexible approach to managing a wide and varied workload, prioritising and delegating accordingly, ensuring achievement of targets within a fast paced and changing environment with tight deadlines
- Highly numerate with strong Excel skills
- Excellent written, spoken and negotiation skills
- Excellent communication skills with all public audiences and in all situations
- Strong commercial judgement
- The ability to be flexible, diplomatic, assertive and a good negotiator
- A high level of drive and ambition, both personally and for the organisation
- Be actively engaged in the market place and aware of developments in the sector

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| <h2>Role Information</h2> |
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Key internal working relationships

You will work closely with the following:

- Head of Individual Giving

- Assistant Director, Individual Giving and Supporter Operations
- Director of Fundraising
- Wider Individual Giving team
- Wider Organisation

Key external working relationships

You will work closely with the following:

- Supporters, donors, legacy pledgers and advocates (including women with breast cancer and their families who are actively engaged in our promotional activity for fundraising)
- Fundraising networks and wider charity networks
- Agencies and suppliers

General information

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| Number of posts in the directorate | 160 |
| Number of posts in the team | 11 |
| Location of role | Ibex House, 42-47 Minories, London EC3N 1DY |
| Hours of work | 35 per week, Monday to Friday |
| Contract type | Permanent |
| Medical research | We fund medical research of which some may involve the use of animals. Our aim is to save lives and our research using animals is only when there are no alternatives. |
| Conflict of interests | You will be obliged to devote your full attention and ability to your paid duties. You should not engage or participate in any other business opportunity, occupation or role (paid or non-paid) within or outside of your contracted hours of work which could impair your ability to act in the best interests or prejudice the interests of the charity or the work undertaken. |
| Immigration, Asylum and Nationality Act 2006 | You should not have any restrictions on your eligibility to indefinitely work or reside in the UK. |